

Docket No.: IA 1510.01 US
USSN: 09/912,079

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This listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

Claim 1 (currently amended): A method for tracking usage of a recording medium based on an identifier stored on the recording medium, the method comprising the steps of:

- (a) receiving from a client device an a first indicia corresponding to the an identifier of the recording medium upon the recording medium being input into the client a device by a user;
- (b) receiving from the client device an a second indicia identifying the client device;
- (c) determining a characteristic of the storage recording medium based upon the received first indicia corresponding to the identifier;
- (d) identifying the client device based upon the received second indicia identifying the client device; and
- (e) storing the characteristic of the recording medium and the identity of the [[client]] device in a database.

Claim 2 (currently amended): [[A]] The method for tracking a recording medium as recited in claim 1 wherein the characteristic of the recording medium includes an intended usage.

Claim 3 (currently amended): [[A]] The method for tracking a recording medium as recited in claim 1 wherein the characteristic of the recording medium includes whether the recording medium was is intended to for rental or retail sale.

Claim 4 (currently amended): [[A]] The method for tracking a recording medium as recited in claim 1 further comprising the steps of:

- (a) utilizing the client device to read the identifier; and

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(b) transmitting the first indicia ~~corresponding to the identifier from the client device~~ to a server via the internet utilizing a browser embodied on the client device.

Claim 5 (currently amended): ~~[[A]] The method for tracking data as recited in claim 1 further including the step of determining a manner in which the recording medium is being used by the client device based upon the determined client identity and recording medium characteristic.~~

Claim 6 (currently amended): ~~[[A]] The method for tracking data as recited in claim 1 wherein the characteristic of the recording medium includes the characteristic that the recording medium is a retail-sale video, the method further including the step of monitoring the database to determine whether the retail-sale recording medium is being operated on multiple client devices.~~

Claim 7 (currently amended): ~~[[A]] The method for tracking data as recited in claim 1 further including the step of determining[[, based upon the identifier,]] a merchant from whom the user obtained the recording medium based upon the identifier.~~

Claim 8 (currently amended): ~~[[A]] The method for tracking data as recited in claim [[1]] Z further including the steps of:~~

~~(a) —determining, based upon the identifier, a merchant from whom the user obtained the recording medium; and~~

~~[[(b)]] transmitting a marketing message to the client device inciting the user to further patronize the merchant.~~

Claim 9 (currently amended): ~~[[A]] The method for tracking data as recited in claim [[1]] Z further including the steps of:~~

~~(a) —determining, based upon the recording medium identifier, a merchant from which the recording medium was obtained;~~

~~[[(b)]] selecting from a database of preferred merchants a merchant most suited to the user based upon the merchant identification; and~~

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[[c)] directing the user to the selected merchant.

Claim 10 (currently amended): [[A]] The method for tracking data as recited in claim 1 further including ~~the steps of~~:

[[a)] storing the identifier in a database of other identifiers;

[[b)] selecting an identifier at random from the directory database of identifiers; and

[[c)] issuing a prize to a person associated with the randomly selected identifier.

Claim 11 (currently amended): [[A]] The method for tracing data as recited in claim 1 further including ~~the steps of~~:

[[a)] generating a coupon associated with the identifier of the recording medium;

[[b)] determining that the coupon has been redeemed;

[[c)] disabling the coupon based upon the determination that the coupon has been redeemed.

Claim 12 (currently amended): [[A]] The method ~~[[for tracing data]]~~ as recited in claim 1 wherein the determined characteristic of the recording medium is that the recording medium has been rented to a rental client, and further including ~~the step of, after identifying the client device,~~ allowing play only on the identified ~~client~~ device.

Claim 13 (currently amended): [[A]] The method for tracing data as recited in claim 1 wherein the determined characteristic of the recording medium is that the recording medium has been rented to a client for a predetermined number of plays, the method further comprising ~~the steps of~~:

(f) monitoring the number of times the video recording medium has played; and

(g) disallowing play of the recording medium ~~video~~ after the recording medium has been played the predetermined number of times.

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Claim 14 (currently amended): ~~[[A]] The method for tracing data as~~
recited in claim 1 wherein the determined characteristic of the recording
medium is that the recording medium has been stolen, the method further
comprising ~~the step of~~ disallowing play of the ~~video recording medium~~ based
upon the determination that the video has been stolen.
